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News Release

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Get to Know Your Blood Pressure

New ads focus on importance of knowing your numbers

(SALT LAKE CITY) – Do you know your blood pressure? A new radio spot and online ad campaign for the Utah Department of Health’s Heart Disease and Stroke Prevention Program (HDSPP) seeks to personify blood pressure in order to address the seriousness of hypertension; blood pressure numbers that might seem insignificant are conveyed as an indicator of overall health.

The radio ad, titled “Get To Know Your Blood Pressure,” is written from the perspective of an individual’s blood pressure. The ad reads: “The thing is, I don’t let on about how unhealthily high I am; I’m pretty quiet about it. I don’t give you any symptoms or any discomfort, so you should check on me more often. And I really don’t like to be neglected. I’m not just a pair of meaningless numbers. I mean a lot to you, I really do.” The ad urges people to visit their doctor and check their blood pressure.

The online banner ads feature animated blood pressure characters. In one ad, “Mr. Blood Pressure” is holding a bouquet of heart-shaped red balloons with unhealthily high blood pressure numbers written on them. As the numbers get higher, Mr. Blood Pressure is lifted into the air. The text reads, “The higher you get the greater your risk for a stroke or heart attack.” Mr. Blood Pressure rises higher and higher, until finally words like “exercise” appear on the balloons, popping them and allowing Mr. Blood Pressure to return safely to earth and a normal blood pressure reading.

Other banner ads feature graphic images of a Mr. or Ms. Blood Pressure’s personal file. The file reads the person’s “likes” (Cycling, Apples, *Biggest Loser*) and “dislikes,” including Potato Chips and Smoking – things that may contribute to high blood pressure.

“We hope this campaign allows people to think about blood pressure in a unique way,” said Tania Charette, HDSPP Media Coordinator. “Not knowing what healthy blood pressure is can put people at greater risk for stroke or heart attack. The only way to know your blood pressure is to have it checked by your health care provider,” Charette added.

For more information, visit www.hearhighway.org.

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The mission of the Utah Department of Health is to protect the public's health through preventing avoidable illness, injury, disability and premature death, assuring access to affordable, quality health care, and promoting healthy lifestyles.